

ORDER



Orders
Order / Rev: 201809
Alt Order #: 06845126
Product Desc: 10/30-11/5 PRIORITIES USA
Estimate: 1567
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, Southeast
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Priorities USA Action
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7584/SP7302

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	28	\$10,750.00	\$9,137.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	28	\$10,750.00	\$9,137.50	0.00
Totals	28	\$10,750.00	\$9,137.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	8%	\$10,750.00
Market	100%	\$134,375.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	33%	\$44,343.75
WGNT	6%	\$8,062.50
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$30,906.25
WTVZ	4%	\$5,375.00
WVEC	26%	\$34,937.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/30/12	10/30/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00
MILLIONAIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----			1			\$100.00		0.00			
E 2	WVBT	10/31/12	10/31/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$100.00	P1	0.00	NM	1	\$100.00

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WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WVBT	11/02/12	11/02/12	M-F 5-6p Steve Wilkos	CM	5-6p ---- F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---- F--				1	\$250.00		0.00			
E 15	WVBT	11/05/12	11/05/12	M-F 5-6p Steve Wilkos	CM	5-6p M-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
STEVE WILKOS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$250.00		0.00			
E 16	WVBT	10/30/12	10/30/12	M-F 6-7p Maury Povich	CM	6-7p -T-----	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$250.00		0.00			
E 17	WVBT	11/02/12	11/02/12	M-F 6-7p Maury Povich	CM	6-7p ---- F--	:30	1	\$250.00	P1	0.00	NM	1	\$250.00
MAURY POVICH														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---- F--				1	\$250.00		0.00			
E 18	WVBT	10/31/12	10/31/12	M-F 7-730p M-F 7-730p	CM	7-730p --W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TMZ														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$400.00		0.00			
E 19	WVBT	11/01/12	11/01/12	M-F 730-8p 30 Rock	CM	730-8p ---T---	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
DISH NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$400.00		0.00			
E 20	WVBT	10/31/12	10/31/12	M-F 10-1044p Fox News @ 10	CM	10-1045p --W----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----				1	\$1,200.00		0.00			
E 21	WVBT	11/01/12	11/01/12	M-F 10-1044p Fox News @ 10	CM	10-1045p ---T---	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,200.00		0.00			
E 22	WVBT	11/05/12	11/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p M-----	:30	1	\$1,200.00	P1	0.00	NM	1	\$1,200.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,200.00		0.00			
E 23	WVBT	10/30/12	10/30/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p -T-----	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$500.00		0.00			
E 24	WVBT	11/01/12	11/01/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p ---T---	:30	1	\$500.00	P2	0.00	NM	1	\$500.00
SPORTSWRAP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---				1	\$500.00		0.00			
E 25	WVBT	10/30/12	10/30/12	M-F 11-1130p 30 Rock	CM	11-1130p -T-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
EXTRA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$300.00		0.00			
E 26	WVBT	10/31/12	10/31/12		CM	11-1130p --W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00

WVBT